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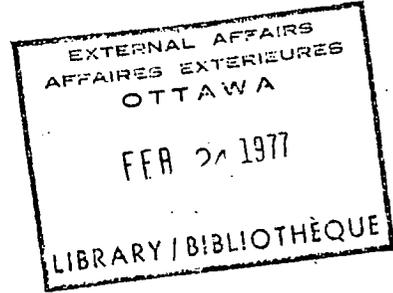
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The United States media and Canada

: distinctions, interest, access

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The United States Media and Canada

- Distinctions
- Interest
- Access

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A Paper Prepared for the Bureau of Public Affairs of the
Department of External Affairs of the Government of Canada
by Michael W. Moynihan & Associates, Inc.

Introduction

Today, as seldom before, the impact of Canadian policies and activities is being felt in the United States. Public interest and public uneasiness have mounted because of the energy problem and a host of highly sensitive actions. These include the barring of the Taiwan athletes from the Montreal Olympics, the curtailing of the Canadian operations of Time and the Reader's Digest, and the blackout of U.S. television commercials north of the border.

The cliché that Americans do not care much about Canada is less valid, but it is still true that Americans know very little about modern Canada, its government, economy, and culture.

This is not to say that the U.S. media carry nothing about Canada. Many newspapers are, in fact, searching out such material and the appetite seems to be growing on what it feeds -- not necessarily the best food. Summing up the problem, Alan K. Henrikson of the Fletcher School of Law and Diplomacy, said: "To question the American man-on-the-street about his knowledge of Canadiana, as was recently done by an interviewer of the Boston Globe, is to expose an embarrassing want of specific information. Such particular facts as respondents do produce... are likely to be trivial and superficial... Profound and lasting interest in Canada, based upon a solid foundation of prior knowledge and understanding, is rare among Americans, even those specializing in the study of international affairs."

The need for ready access to first-rate in-depth material about Canada makes the role of the Canadian public affairs officers in centers throughout the

United States increasingly significant.

This paper was conceived as an aid to Canadian government personnel in understanding the regional variance in American media and in gauging the "appetite" of the American media for information on Canada.

The reader will find in the treatment of the different types of media attention to the differences including those associated with geography. The reader will also find relevant discussion on access to the different media for information about Canada. The discussion is not of the "how-to-do-it" type but it should provide some reminders or some new insights on how those of us with information to communicate can best do so.

New York, N. Y.
November 1976

Editors:

Michael W. Moynihan
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John Stuart, Jr.

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I - National Print Media

The United States is singular among large advanced nations in that it lacks a truly national daily newspaper or newspapers. Japan, with about half the population of the United States, sells about 50 percent more papers per capita but has only one tenth as many individual dailies.

The Soviet Union does even better. Moscow has less than five percent of the country's population but newspapers edited there account for almost 90 percent of national distribution. In the case of Tokyo, the figures are about 10 percent of the population and 70 percent of distribution. London, with about 14 percent of the population, accounts for 70 percent of the nation's dailies. The closest the United States has to national newspapers are the New York Times and the Washington Post. Yet New York City and Washington, D. C. account for about 6.6 percent of the nation's population and the Times and Post provide only 9.6 percent of dailies distributed in the nation.

The other "national" newspapers are the Wall Street Journal, with its emphasis on business and finance, and the Christian Science Monitor with its modest circulation.

The reasons for the lack of centralization are varied but technology is no longer one of them. It would be quite possible to emulate the Russians, despite some gaps in technology and some union considerations, if there were compelling reasons to do so.

Data reviewed in our report seem to downplay the significance of the national press. An unusual (though narrow) study of selected newspapers by the Rand

Corporation showed that among 46 editors surveyed, 16 read the Times, 10 the Journal and only five the Post. Moreover, the editors who read the Times were likely to also read the others.

Our personal view is that the New York Times is more influential than available data would indicate. There is a maxim in business that "If it hasn't appeared in the Times, it hasn't happened."

The influence of the Times on the media and the nation is felt in many ways. First, it is the sole source of much reporting. The Times regards all other newspapers and the wire services as training grounds for its correspondents. Thus, it was most upset by the lead of the Washington Post on Watergate stories. To the extent the view the Times takes of its pre-eminence is true, all good reporters and editors have the Times in mind as they go about their work. They may never use the reports of the Times on what is happening behind the Kurdish lines in the Middle East or behind the closed eighth floor offices of the State Department, but they might like to be there someday.

Much of the unique coverage of the Times -- including news of Canada -- is influential in how other publications assign stories. This is notoriously true in the case of the weekly and monthly periodicals.

Moreover, the growth of the newspaper news syndicates ensures that many Times stories -- including less spectacular ones -- appear in regional newspapers and even the small dailies.

What is true of the Times is true to a lesser degree for the Washington Post, particularly when it comes to syndication. The Christian Science Monitor has a small but impressive following. The terms "Euromart" and "Eurodollar",

if not invented by the Monitor, were certainly popularized by it. The Wall Street Journal, with its regional editions (that don't vary in content greatly) is the chief source of what the paper calls "stand-up" stories, i. e., they stand up for some time. This is because the policy and capabilities of the Journal allow fairly lengthy and deep research into its front and back page stories.

As we know, these national papers carry more news of Canada than other papers. Most of it comes from reporters (their own or those of the wire services) stationed in Canada. We have no data to indicate that the New York, Chicago and West Coast editions of the Wall Street Journal devote more coverage to longitudinally adjacent Canadian regions but discussions with editors suggest this is so.

The prime access to these publications for Canadian officials is in Canada, in Washington and in New York -- probably in that order.

Endless sessions are held by public relations societies on the means of attracting the attention of editors and writers on these national media. Our personal experience is that a "parley" approach is valuable. More so than the wires with their immediately intense but negligible long range memories, the national media are retentive. Editors talk to each other and read each other's work. This is, of course, most true within the publications but to differing degrees across them, e. g., the Washington bureau of the Times and the Washington Post.

We have seen cases where a Wall Street Journal story that originated in Chicago and ran nationally was first suggested by the head of its Washington Bureau. All these papers have some regional writers. The Times has a network of correspondents and stringers across the country within easy access of every Canadian consulate. The value of personal contacts with bureau correspondents and

particularly with stringers is very great. The Times makes a strong effort to appraise the work of its stringers with an eye to dropping them, using them more, or considering them for staff positions. Unlike direct-hire correspondents, the stringers are easily contacted and pleased by the attention. Quite frequently, a stringer in a more parochial region will welcome the opportunity to work on a story with possibilities of national distribution.

As a veteran Canadian hand in American press relations said, "the intensity of our relationships in every aspect of human endeavor, and at every level of political, economic and social activity is surely quite unique among the nations of the world." This fact offers the Canadian official unusual opportunity to stimulate coverage of modern Canada in the national press. Both major and minor activities in Canada may have a counterpart in the United States and be "fit to print". An example that comes to mind is the experience of Canada in dealing with adjustment assistance for footwear workers unemployed because of imports. Such a story could arise from an American correspondent in Canada but it could also be stimulated by the Canadian in Boston where the plight of the American footwear industry is a matter of high concern.

Other examples of analagous issues in the United States and Canada include medical care, conservation, labor relations, immigration, ethnic enclaves. Discussions with correspondents of national media in areas where any of these issues arise could have a parley effect in producing positive stories that would help improve American perception of Canada as a unique nation, one in conscious transition whose culture and policies are deserving of more informed and thoughtful consideration.

In dealing with the national press at their headquarters, an important distinction from most media is that they still have specialists. The decline of the weekly "all inclusive" periodicals and the rise of specialist publications in their place has not yet occurred in the case of the dailies. Readers might subscribe to a number of periodicals to keep abreast of people, money, science, investments, sports, sex and the like. They still will turn to the daily newspaper for up-dates beyond what the electronic media can provide. Thus, it is a productive practice for Canadian government officials to know who the specialists are and to keep them in mind as contacts for coverage. This is true even for defensive reasons. When economic moves are taken in Washington, the Times, Post and Wall Street Journal correspondents will be under pressure to file a quick story to meet deadlines and the competition of the wires. The value of having an immediate Canadian reaction from Washington rather than a day late from Ottawa is obvious but it will not happen unless the trade specialist on these papers thinks to call a contact in the Embassy. This is true to a lesser degree where the bureaus are located but it can happen if there are geographic considerations such as commodities for Chicago or Minneapolis, or shipping in the West and Gulf ports.

The bureaucracies of the national press are subtle and shifting. It would be difficult and probably unprofitable for any but a few Canadian officials to attempt to stay abreast of them. Yet, some changes should be recognized. The Times, for example, is increasing its feature coverage. This trend has been going on for some time and culminated in the special sections on entertainment and "living". The business and financial coverage of the Times has also been changing in the direction of more critical -- even adversary -- treatment of established interests

whether they be corporations or trade offices of foreign countries. This may or may not be more responsible -- or more profitable -- journalism, but it means that many of the correspondents who had years of experience and the knowledge gained in that experience are being by-passed for writers who are not suspected of cronyism with the institutions on their beats.

It is interesting that the Washington correspondent for the Monitor recently told a panel discussion that he was pleased to have shifted from the Times to the Monitor because he now had more opportunity to report on some of the good news in the world. The emphasis on confrontation in the national media is a problem for all those responsible for dealing with the media. We mention the advice given us by one editor not to mix hockey with the price of oil. Yet, it is certainly worthwhile to have a file in mind of potentially positive stories with the thought that one good turn deserves another. When a Canadian official has been helpful in obtaining data or responding to a troublesome story, the credits that have been accumulated can help in approaching the outlet with a positive story.

II - Regional Print Media

The importance of regional public affairs officers can hardly be overestimated in a country like the United States where there are more than 1,700 daily newspapers with a total circulation of over 60 million.

It is estimated by the American Newspapers Publishers Association that 77 percent of all adults, 18 years of age and older, read a daily newspaper.

According to the same survey, "Newspapers in the United States devote roughly the same proportion of items to state and local news that they do to international news....As to the number of items on a given topic, the most striking difference between small and large newspapers is in the business and finance category."

A more comprehensive and detailed treatment of such specialized news by the larger papers applies also to international news. The largest amount of thoughtful, informed material on Canadian affairs appears generally in the New York Times. The larger metropolitan newspapers, which also tend to be those subscribing to at least one and probably several national news services, tend to follow the example of the New York Times. Thus, the public in those regions in the United States served by large dailies is more likely to read more news about Canada.

Social critics have long been given to decrying the growth of uniformity in the United States, but diversity is still a distinguishing feature of the American media, particularly the press. Nevertheless, the highly respected Twentieth Century Fund announced this year that two of its forthcoming studies would document statements that "The history of the daily press in the United States has been one of progressive monopolization for at least six decades...." and "...the overwhelming majority of newspapers and television stations do not seek out news for themselves

or even shape it. They receive the bulk of their news from two national wire services." We will have to wait for the studies.

In the time available to prepare this report, it was impossible to do a first-hand survey of the regional areas of the United States that are discrete in terms of media. Our fairly thorough review of the literature was of some help and we have drawn on our own experiences and written and telephone interviews with editors and other experts.

This overview is intended to help Canadian officials who have reason to deal with the media to make decisions about priorities and peculiarities in the regions to which they are assigned.

We discovered that in initial contact with influential editors there was a reluctance to agree that the Boston area, for example, was any different than Houston. This reluctance fell away quickly in further discussion.

One factor common in most regions is the large number of print and electronic media that are potential outlets for a Canadian official responsible for explaining a Canadian position on sensitive matters or stimulating coverage of modern Canada. Most major areas have a few key media, a regional newspaper, one or more local papers, wire services, and radio and TV stations either independent or with network affiliations.

Overall, there are only 10 newspapers in the nation with circulations in excess of half a million. There are 36 with circulations in excess of 250,000. We believe these are the priority concern of officials dealing with media.

The priority assigned to these newspapers is based on some well-known considerations and a number of revelations from recent, thorough studies. The first

fact is that newspapers have space -- not much space; somewhere between 80 and 90 percent of copy received from normal sources such as wires and press syndicates goes into the wastebaskets. But they have far more room for news than the commercial electronic media. They also have staff, normally more cosmopolitan in outlook than those few on the electronic media. Another interesting reason is the indication that TV viewing drops at a certain point near the top of the education-income level. All surveys show a clear correlation of TV-viewing and newspaper buying with improved life-style. Ben Bagdikian writes: "The statistical evidence is that as people get more education, move into white collar jobs, earn more money, reach the 25 to 55 age bracket and settle in urban areas, they develop a greater appetite for news. And these characteristics have been the historic trend in the American population."

There is a catch, however, near the top of the scale: both TV-watching and newspaper buying slacken, but much more so in the case of television. The reasons are debatable but it is obvious that busy, successful people have less time to stare at a tube than a day-laborer. They also like what they see less. There is also a saturation factor. Surveys show that two hours a day spent on news and news-like information is very high and would mean a maximum absorption of 120,000 words of print a day. Major newspapers already present readers with that much every day. Thus, the most influential members of a community are more likely to be reached with a news item in the press than through any other mass media.

In the following section, we present descriptions of the newspapers with circulations above a quarter million and with circulation areas sufficiently large to qualify them as regional newspapers. Along with the national media, these newspapers are essential to the goal of bringing more news of Canada and more positive news of Canada to the American public.

California

The Los Angeles Times is the dominant newspaper in Southern California and might even qualify for a place on the national media list. Its news syndicate is sufficiently influential to make the Times an important generator of news nationally. It has a relatively large and respected foreign staff. The Los Angeles Times is included in the Time Magazine listing of the 10 best American dailies, partly on the basis of work on Watergate by its distinguished Washington Bureau. Also, the Times is an excellent omnibus newspaper by conventional standards. The Saturday Review listing of superior newspapers includes the Los Angeles Times -- but at the bottom of the list, number 15. The Scholastic Magazine, another significant rater of newspapers, places the Times in exactly the same position.

Competing with the Times is the Herald Examiner, one of the remnants of the Hearst empire. More significant competition comes from the vibrant suburban newspapers that cater to the widespread and heterogeneous portion of this curious part of America. Innovations in manners, morals and apparel are commonplace in California. They also occur in communications, but less in the Times and the Examiner than in the broadcast media or the suburban press.

One feature of this innovativeness has been an enlarged appetite for news of all kinds. It was in Southern California that television began competing for viewers by greatly enlarging the amount of time devoted to news. (In recent years, there has been some contraction as costs got out of hand.) Another area of innovation has been in the installation of modern management, electronic news handling and printing technology.

There is, of course, a substantial body of Canadians living in the Southern California area and, although our respondents say that these Canadians now think of themselves as Americans and are not a factor in the selection of news, this view could be challenged. It would certainly be worthwhile to find out more about the significance of the resident Canadians in all parts of the United States. God knows, every other ethnic group in America has confounded predictions of total absorption into the American societal mainstream. Home ties, at least of sentiment, are strong.

The suburban newspapers have built their strengths on local coverage but our exchanges with their senior editors and our scanning of contents suggest a growing desire to break out of a provincial role and celebrate maturity with more national and international news. They will send reporters a long way, even overseas, for a local angle. (After all, the outback of California produced such nationally celebrated writers as William Randolph Hearst, Jack London and Richard Nixon.) The Valley News of Van Nuys, California, with a circulation above a quarter million is as large as most of the major regional newspapers.

The San Francisco Chronicle would also qualify as a regional paper by its size and influence -- an influence that has gone up and down in recent years as

the paper fights for survival.

Denver

A traveler coming into Denver's airport, situated on its level plateau surrounded by the Rockies, is usually surprised that any city this significant could be so situated. Yet the circulation area of the Denver Post spills over on both sides of the Continental Divide and it is read by the deep thinkers who come from across the nation and the world for mental setting-up exercises at Aspen and by the Air Force Academy faculty and cadets who will someday lobby Congress for funds for future B-1 bombers and the like. In fact, Denver has the largest complex of federal offices outside Washington, D. C.

The Rocky Mountain News, a Scripps-Howard paper, provides substantial competition to the Post, but its only outside link besides AP and UPI is the Scripps-Howard News Association, while the Post uses the New York Times syndicate and the Chicago Daily News Service.

Washington, D. C.

The Washington Post is covered under national media, but Washington at the time of this writing is still served by the tottering Evening Star. The fortunes of the Star, which in the last two decades has absorbed the once venerable Times Herald and the Scripps-Howard tabloid, the News, have steadily deteriorated despite the partiality shown to it by the Nixon Administration and its brief monopoly during the pressmen's strike at the Washington Post. In an effort to survive, the Star has turned on the one hand to sensationalism and, on the other, to improved

in-depth reporting. Thus, it offers some possibility for coverage of Canadian developments on the grounds that such columns would be a cachet.

Chicago

The staid old newspapers of Chicago have been going through the usual middle-age crisis and are coping rather well. The Time Magazine survey of top dailies cited the Chicago Tribune, probably on the basis of improvement since the demise of Col. McCormick, the last of the old press lords. The Tribune has been doing more than its share of investigative reporting, which can be a pain for those concerned with seeing more conventional news coverage. Quite recently the Tribune substantially enlarged and upgraded its business and financial staff, offering worthwhile opportunities for the placement of news about Canadian developments. The Tribune is ranked number 9 by the Saturday Review and also by Scholastic Magazine.

The Chicago Daily News and Sun Times have long offered a distinguished alternative to the Tribune. While housed in the same building, and both owned by the Field family, a serious effort is made to keep their identities separate. They are ranked below the Tribune by the Saturday Review and by Scholastic Magazine.

These two Field publications, as well as the Tribune, publish a very large number of special editions, ranging from tourism to family fun. The emphasis on travel offers substantial opportunity for Canadian coverage, and the editors we contacted feel they are doing a good job with covering Canada, which they readily describe as a changing and therefore interesting country. Special suburban editions increase space availability for features.

Chicago is an important center for the minority media whose concern with Canada was enlarged by the Canadian Olympic Coin campaign featuring Jesse Owens.

Des Moines

The good people of Iowa think of themselves as the most educated in America and they are as proud of their big newspaper as of the new civic theater in Des Moines.

The morning Register has more than twice the circulation of the evening Tribune, but both are amply served by wires, syndicates and news services. One editor commented that "Iowans know that our prairies run through neighboring states and into Canada." Here again the analogous conditions between the United States and Canada in so many matters are a factor in the coverage of Canadian developments. The Cowles family of Des Moines, and Minneapolis, is a major newspaper dynasty that works at its business in both the editorial and management areas.

Baltimore

Poor Baltimore would be poorer still without its grand old dowager of a newspaper, the Sun. Memories of Henry L. Mencken, however, cannot alter the fact that the Sun barely makes it in the category of regional newspapers. Its circulation area is substantial, partly because its only competitors to the east are the DuPont-controlled daily dreadfuls of Wilmington, Delaware. It is overshadowed to the southwest by the Washington Post with its superb coverage of suburban Maryland counties. Despite its relatively small circulation and limited prospects,

the Sun has always been distinguished by the quality of its national and international coverage. It maintains one of the best Washington bureaus in the nation and is ranked number 11 and 12, respectively, on the Saturday Review and Scholastic Magazine honor rolls.

Boston

"We don't have a tremendous appetite for Canadian news, not a lot of inquiries... Boston is the Athens of North America... There is an increased cultural awareness, we do have a working relationship with the CBC... we receive films of the elections... a large French Canadian population, but not a lot of homeward ties."

These comments of a Boston editor are typical of the fashion in which media people first told us there was little regional difference and then proceeded to say how much there was.

How the Boston papers currently have time to cover anything but school integration may puzzle some, but the high quality of the regional newspapers is unquestioned. Even the Hearst Herald American is something of a star in that chain. It uses the New York Times service and is proud of its Pulitzers and other awards for distinguished journalism.

The Boston Globe (selected by Mobil as an outlet for its counterattack campaign) is one of the 10 papers cited by Time Magazine and considers itself as serving much of New England. The fact is, however, that New England is practically saturated with estimable local newspapers and, from the Canadian point of view, attention cannot be limited to the Boston dailies. While New England

and Southern California may represent geographic and other extremes, they have much in common in the media situation.

Although of national circulation and influence, the Christian Science Monitor, church-subsidized and with a distinguished staff of foreign and Washington reporters and much serious commentary, is also of regional importance. It gives extensive coverage to Canadian and hemisphere affairs.

Detroit

The New York Times recently reported in a first-rate, second front page story that there is nothing the affluent folk of Detroit like to do more than to visit Toronto. Downtown Detroit may well be non-resuscitable, but the Free Press and News still do well. The Free Press is distinguished by its large number of special editions, ideal outlets for feature stories on Canada. And the News is one of the few American dailies that use the service of the London Observer. A Detroit broadcaster told us, "We're conscious of Canada, but we look to the U. S. in terms of the people we reach.... We do try to cover Windsor but its population is 1/30 of the Detroit metro.... If we gave it a third of our broadcast we'd lose our audience.... Frankly, we don't get that much Canada on the air... auto industry stories, cooperative Detroit-Windsor ventures... possible desire to do more."

Perhaps as a rest from their grim realities, the people of Detroit love their sports and are quite current on Canadian athletics.

Kansas City

A visitor has to look around a bit, but Ernest Hemingway's old desk in the Kansas City Star is still there and the half-century influence of the late editor,

Roy Roberts, is still palpable. The recent Republican Convention brought some of the attractions of Kansas City to the attention of the rest of the nation and perhaps told how this relatively small city in terms of population has a wide-spread metropolitan and surrounding farm belt area served by the Times and evening and Sunday Star. Again, these commonly-owned morning and evening editions make an effort to maintain separate identities, the circulation of each being roughly comparable. The newspapers publish a large number of special editions with some emphasis on tourism, and much on agriculture and agribusiness. The Star makes the Saturday Review and Scholastic Magazine merit lists, ranking 14 and 11 respectively.

St. Louis

St. Louis is graced by two newspapers that cover a large circulation area. The major competition is fairly distant, with Chicago the major competitive news center across the corn belt. Both publications receive a wide range of outside news sources and both rely heavily on special editions.

A member of the Newhouse chain, the Globe-Democrat has the higher circulation of the two and claims to reach "responsive readers including some of the best investors and best buyers...." It is the morning daily.

The Post-Dispatch is proud of the five Pulitzer prizes the newspaper has won and the 11 that have gone to staff members. Its publisher is Joseph Pulitzer, Jr. Its editorial page is renowned.

There is an ebullience in St. Louis that, to some degree, translates itself into the desire to be considered more cosmopolitan, with a correspondingly

greater interest in national and international news. The Post-Dispatch ranks number 4 in both Saturday Review and Scholastic Magazine. For some curious reason it is not so recognized by Time Magazine.

The paper according to John C. Merrill in The Elite Press is committed to "solutions through negotiations of international disputes." It always opposed American intervention in Vietnam. Adlai Stevenson said, "My views on the Post-Dispatch are simple. I regard it as one of the best papers on earth. I have read it all my life and as long as I live, I intend to go on reading it."

Both papers have outstanding Washington bureaus and frequently assign correspondents to cover international events.

Newark

If the Star-Ledger were not published in Newark this entry would be called "suburban New Jersey." New Jersey has a host of excellent suburban newspapers and its relatively affluent population is targeted by special editions of the New York Times and the New York Daily News.

Still, the Star-Ledger survives as the flagship paper of the Newhouse chain. It is probably a neglected outlet for coverage, particularly international coverage. Newark with its neighboring Elizabeth City is the leading port in America and international trade helps keep the region alive.

Although the papers are not included in our regional press category for circulation reasons, New Jersey's capitol, Trenton, has two papers of significant statewide and regional influence. The evening Times, with a Saturday morning edition and large Sunday Times-Advertiser circulation, is owned in part by the Washington Post whose publisher, Katherine Graham, big lady of American publishing, is chairman of the Times board. The somewhat smaller tabloid,

Trentonian, is a morning and Sunday paper in which Time-Life is reported to have stock participation. Both seek coverage far afield but with some kind of New Jersey angle.

Buffalo

The confidence of the Canadian government in the future of Buffalo as expressed in its elegant consulate should be welcome to the people of that region. Our experience is that Buffalo is grateful for any attention it can get.

The Buffalo News has a problem with its circulation area because of the proximity of Rochester and Buffalo's morning paper, the Courier-Express, can only be considered regional in the case of its Sunday edition.

Spokesmen for both papers thought they covered Canadian affairs well and they were singular in their awareness of developing tensions between Canada and the United States, perhaps not surprising for the jumping-off place of the Fenians.

New York

The New York Times has been treated under the heading of national newspapers.

The New York Daily News has the U.S. record circulation of almost two million daily and three million on Sunday. Under editor Michael O'Neill, it has become one of the most impressive newspapers of its kind in the world. The News was always lively, brilliantly edited, and responsive to the interests of its audience. Prior to O'Neill, however, it was not terribly serious. In recent years, the News has embarked on a program of enlarging its capsule reports on

major world developments. The selection, the writing and headlines are quite superior. The Daily News qualifies as a regional newspaper less in terms of geography than in the large number of people located in the metropolitan New York area. Its special editions for the different boroughs and for the Long Island counties and the New Jersey area all carry a high mark of editorial excellence.

Publicists tend to feel that stories in the Daily News are of small consequence because the readership is largely thought of as working class with no particular interest in public affairs. We believe this judgment is probably unfair to the News and to its readers. The one-page financial section of the Daily News covers a surprising amount of data -- tighter, better written and better edited than most.

The discipline of maintaining the unique quality of news coverage does not make access to its columns an easy matter. Yet, the results are well worthwhile. On policy matters, it should be kept in mind that the New York delegation to Congress is probably as much concerned with what appears in the Daily News as with any of the other papers in the region.

There is a tired joke about a rumor that Dorothy Schiff was going to start an afternoon newspaper. It is unlikely that anyone is going to start one and New Yorkers will have to do with the New York Post. Its late editions are the first source for closing stock market prices. The Post, with its circulation of over half a million, is read faithfully, perhaps *faute de mieux*, by middle class New York. In addition to a traditional Jewish readership, it has a large Hispanic following. Its news content is slim and tends to drop off after the major stories to local features of a more sensational type. The Post does have superior coverage of the U.N. with heavy attention to Mideast issues. The Post has an unusually

large number of special editions with emphasis on travel, mostly to nearby and southern resorts. There are certainly opportunities for Canadian feature stories. Unfortunately, the copy that goes into these specials is of an uneven, puffy quality, apparently written in tandem with the advertisements.

By circulation, the Long Island Press would qualify as a regional newspaper and a good part of this Newhouse outlet readership is in the suburbs. It is a more substantive paper than many give it credit for and it carries some news not available elsewhere in the region such as the material from the Chicago Daily News Service.

Long Island

Further out on Long Island there is the enterprising tabloid, Newsday. It was once edited by Bill Moyers who once wrote, "of all the myths of journalism, objectivity is the greatest." Although the paper is owned by the L.A. Times, the people of Nassau and Suffolk County think of Newsday the way the Iowans would regard the Des Moines Register -- as a very important part of their lives, unchallenged even by the powerful Times and News for the data they need to shop and to garden and decide which officials are crooked.

Newsday loves special editions on travel and especially is very proud of its cosmopolitan coverage. Because it is not in New York City, it too is often given less attention than it deserves.

With three Pulitzer prizes in hand, it makes the Time select list with the comment "on its way to becoming a paper of national influence."

Cleveland

There may be more good newspapers in Ohio than in any other state. There are a large number of impressive newspapers whose circulations would fall below the quarter million we set as a criteria for regional press. They give the Plain Dealer vigorous competition and tend to confine its circulation area. The Plain Dealer has always been outstanding in its national and international coverage. Its retired Washington correspondent, Jack Leacacos, seemed to be on hand for almost 20 years whenever a war broke out in the world. His anatomical description of how the State Department deals with foreign policy in the book *Fire in the In-Basket* is one of the most useful guides to that institution.

The Plain Dealer uses most of the conventional outside services but has an enviable group of its own columnists and a distinguished editorial writing staff.

The Scripps-Howard outlet in Cleveland, the Press, is reminiscent of the Scripps-Howard papers of old: solid, predictable, somewhat set in its ways. Both papers are well aware of their region's proximity to Canada and bothered by the modest degree of coverage Canadian events receive.

Incidentally, the Greater Cleveland Growth Association points out to potential investors that "within 500 miles of Cleveland are 50 per cent of the populations of the U. S. and Canada...."

Philadelphia

In probably no region in the United States is there less of an adversary feeling between news sources and the press than in Philadelphia. Despite a controversial mayor, W. C. Fields' famous cemetery remark that "I'd rather be in Philadelphia," would still hold for those seeking more tranquility than in the nearby cities of New York and Washington.

Philadelphia really has three newspapers that could be called regional on the basis of their circulation areas but the tabloid, the News, has somewhat less influence than the Bulletin and the Inquirer. Both major papers are more than a century old and despite frequent efforts to present a new image, somehow remain traditional. In addition to the usual outside sources, the Bulletin uses the New York Times Service; the Inquirer, the Chicago Daily News Service.

They are well-rounded, well-edited papers open to suggestions and make an unusual effort to be fair. Their business news is regional, but substantial.

Pittsburgh

The Pittsburgh Press sponsors the Old Newsboys Fund for Children's Hospital -- the kind of activity once dear to the hearts of the Hearst newspapers and later followed by the Scripps-Howard chain.

The Scripps-Howard outlet in Pittsburgh, the Post Gazette, doesn't quite make our standards for a regional newspaper. It would probably have a larger readership and circulation area if it weren't hemmed in by other newspapers. The two papers are separate but they have, since the early 1960's, used joint production facilities.

Pittsburgh is another city where the editors of the two major newspapers feel they should carry more international news. They also seem to have a sense of being overshadowed by their more cosmopolitan neighbors.

Dallas

The Dallas press is clearly ahead in the traditional controversy over which are the prime institutions in the Dallas/Fort Worth Metropolitan Area, a growing region with more than two-and-a-half million people. Competition for circulation

comes strongly from a ring of suburban dailies -- almost as if the pattern had spilled over from the Los Angeles area. The Dallas News avails itself of the New York Times Service and the Copley News Service. Editorially, it tends toward a strong, patriotic bent and the News cites among its awards that of the conservative Freedoms Foundation and proudly sponsors the "Fly the Flag" program. The News publishes a number of editions designed, as is the usual case, to reach different localities. In a conversation with an editor, it was emphasized that the News is distributed in all 254 counties in Texas. Just how many reach to the Rio Grande, we did not ascertain. The evening Times Herald with a circulation above 300,000 for its Sunday edition is similar in many ways to the morning Dallas News.

Houston

Houston is a business town, and an oil town, and its newspapers reflect this. Both the evening Chronicle and the morning Post have extensive business and financial sections. The main business, of course, is oil and the Post has a special edition on the annual Offshore Technology Conference. Each has a separate oil editor. After oil, the readers of these two papers seem to have an inordinate interest in what oil-rich ladies wear, from which follows an unusual concern with celebrities. They also keep an eye on the North Slope and Alaska.

They are sensitive about Canada, and not only on the energy issue. A broadcaster on an all-news radio station told us, "Houston is Canadian oriented... internationally oriented...we're emerging as a major world city...still a boom town... largely a city of relative newcomers...audience unique in that it is diverse --

not local per se... a native Houstonian is becoming a rarity.... Interested in international and national news equally.... Our station is number one in local coverage but international stories exceed local ones... always interested in Canadian-American business stories."

Milwaukee

Time Magazine summed up the Milwaukee Journal with the phrase, "a long tradition of fair-minded coverage." The Journal comes in number 5 in the Saturday Review rating and number 3 in that of Scholastic Magazine. It is our impression that few newspapers enjoy as much loyalty from their staff members as does the Milwaukee Journal.

It was founded by Lucius W. Neiman, donor of the Neiman Fellowship Awards at Harvard. The paper itself has received two Pulitzer Prizes. The editors and the readers are serious folks. This is one of the few newspapers that publishes an annual supplement on adult education.

Milwaukee is another Great Lakes city, well aware of its proximity to Canada. Our informant expressed the common view, "Yes, Canada is important to us, but our first concern is our readers." This brings up the interesting paradox that because Canada is regarded as being so similar to the United States, news about developments in Canada is treated as if it was local news and if the paper does not serve Canada there is little interest in covering it. When we would mention Canada as a foreign country, then the approach changes but to an extent the interest wanes.

III - Local Newspapers

The non-regional press, as an entity, almost defies generalization. While for the purpose of this discussion, most newspapers may be said to have circulations of over 25,000, there are large suburban newspapers in areas in Southern California, for instance, which have much greater circulations: the Torrance, California Daily Breeze sells 100,000 copies. (David Shaw, L.A. Times media critic, noted in a recent magazine article that he had to fight his paper's promotion people to save a story in which, "I had quoted one source as saying that a particularly successful suburban paper, the Valley News, 'does its job so well it's damn near chased the [L. A.] Times out of the Valley.'")

Like some of the large suburban papers, the non-regional newspaper is a product of the locality, and the interests of the people in the area -- particularly their economic interests.

While using the wire services and syndicated columnists to a greater or lesser degree, each prides itself on its own particular flavor, its own individualistic style. Politics may be set on the editorial page but often the news columns provide a forum for a different interpretation of events by the reporter.

A paper's aggressiveness and individuality will usually depend on locality, and the economy of the area. Growing cities like Atlanta provide a field for innovation; cosmopolitan areas like New York are open to a greater variety of news, even in dailies like the Long Island Press which cover a limited region.

While a number have Washington bureaus, and some overseas representation, few papers have their own correspondents or stringers in Ottawa, Toronto or Montreal.

For every story printed -- and not counting the hundreds of releases and other stories turned down earlier -- it is estimated that four very usable items will have been rejected for lack of space. In spite of this, Canadian news -- and particularly Canadian economic and business news -- has a better chance of being printed than it had even a year ago.

The reason: it is more likely to interest more people because they recognize it is more likely to affect them. No longer can Canada be regarded as news only in the border cities or in areas like Miami, where there is a large Canadian population, or even in Detroit where there is a similarity of certain interests.

A comment from one knowledgeable New York reporter may be worth quoting here: "If news is bad news for the United States, don't expect good press. Give good news a chance."

This is where the local public affairs officer comes in. His or her effectiveness will depend on background knowledge, accuracy and the fact that an official is available and, above all, acceptable to the local press. Also at a premium will be ability to find a local "peg" for a Canadian story which might otherwise be rejected.

A factor that might well increase the receptivity of editors to lively, well-informed articles from outside sources -- particularly those that fall into a "service to readers" category -- is a current effort to increase newspaper readership.

A group of 350 editors from newspapers around the country were told at a meeting in New York on November 10 (according to a report in the following day's New York Times) that, if they wanted their newspapers to survive, they must use modern marketing and research methods to find out what the public

wanted to read.

Harold R. Lifvendahl, vice president and director of sales at the Chicago Tribune, said that in the past 10 years there had been a 10 percent decline in newspaper readership among 18- to 24-year olds. The total decline -- four percent -- had already cost the newspaper industry 2.5 million readers. While the large regional dailies may have suffered most, all papers are concerned.

Some newspapers are already making changes based on the increased emphasis on leisure time -- more sports coverage, more women's sports coverage, more consumer information, and recipes, fashions, features and stories about "how to cope".

IV - The Newspaper Chain

The growth of the newspaper chain since 1910 has been phenomenal and is covered here because of the change it presages for many of the regional and local newspapers. Some observers see a new sophistication of outlook; others, a move toward the mass production of news.

In 1910, 13 chains owned 62 newspapers or fewer than three percent of the total 2,400 dailies. By 1974, there were 165 chains owning 977 newspapers or more than half the nation's 1,760 dailies. These chains, according to Ben Bagdikian, extend centralization of control of news "beyond the local monopoly that already exists in 97 percent of American cities."

Bagdikian attributes this growth at least in part, and certainly in the earlier stages, to competition from broadcasting. Today, however, regional papers in particular are being acquired for their investment potential. "Newspapers began in the twentieth century as an important local family business," he comments, "but reluctantly and not without losses for the consumer of news, they are now entering the impersonal world of modern corporate finance and empire building."

The latest chain acquisition -- of Booth Newspapers Inc. by Newhouse Publications -- was announced as recently as November 9, 1976. Newhouse paid \$305 million, reportedly the highest price ever in American newspaper history, for eight Michigan dailies and the Sunday supplement, Parade. Newhouse properties already included 22 dailies, five magazines, six television stations and 20 cable television systems.

The report in the New York Times announcing the acquisition of Booth Newspapers is quoted here because of the profile it provides of an efficient,

moneymaking regional newspaper chain operation:

"The sale is an indication not that the Booth newspapers occupy a position of unusual journalistic power or influence, but that such chains are considered an investor's dream. . . . Each of the eight newspapers is the only local daily in its home city and therefore has little competition for readers and local advertising."

A picture of the Booth chain emerges: it relies heavily on readership surveys, reports local news and supplies community information, and is "careful not to rock the boat by running exposes of political scandals and the like." It uses extensive reports from the AP, UPI and other news agencies on national and foreign news. There is a certain local autonomy editorially -- for instance, four of the papers endorsed President Ford: three, Mr. Carter, and one follows a policy of ;not endorsing candidates.

The Booth corporate officers have noted, adds the New York Times story, that the new owner, Samuel Newhouse, has had "a reputation for letting his newspapers operate autonomously, so long as they returned a good profit."

The Gannett Company is today the largest of the regional chains in terms of numbers (50 daily newspapers) and geographically the most widespread in the United States. It also owns dailies in Canada and Guam, several weeklies and semi-weeklies, broadcast stations and a cable television property as well as a national public opinion survey firm.

Like the Newhouse chain, Gannett stresses a policy of local news autonomy with the motto that "a good newspaper is good business." Gannett sold the Hartford, Connecticut Times when it declined in advertising and circulation and is adding Sunday editions to half a dozen other newspapers in areas where there were

none previously.

Another important factor has been an enormous technological revolution which has seen widespread use of teletype setting, computer composition and cold type, and photo offset printing. These have created labor problems but they are being solved and technological change will continue.

A list of the chains and their owners is given in Editor and Publisher's Year Book. This list includes the owners of groups of some of the nationally-read publications as well as some of the larger metropolitan papers. Notable among them are Hearst, Scripps-Howard, Dow Jones, and the Chicago Tribune, Washington Post and Los Angeles Times groups.

Mention should be made of the importance of syndicated columnists to the local press in the United States. The national and regional media usually have in-house columnists, some of whom may be syndicated or offered as part of the newspaper's wider syndicate service. Smaller papers often depend heavily on nationally syndicated columnists for a relief from provincialism and for an array of viewpoints.

Hudson's Directory covers columnists well and Ralph Nader's people have compiled a list of newspapers in which particular writers appear by having volunteers monitor hundreds of newspapers. The syndicates won't tell you to whom they sell.

Canadian officials with access to columnists in the area in which they are stationed should find them receptive to suggestions. Finding something to say three times a week is no easy thing. But for the heavyweights, work is largely confined to Washington and New York.

Our firm has been successful in working with columnists by following an almost Cartesian campaign on particular issues. The columnist, like the editor, is inundated with useless cries for attention in the form of releases, press packets and the like. They don't get read. When we are looking for commentary, we make up a track sheet for every relevant columnist. We then write a lengthy personalized letter on why we believe an issue is worthy of commentary. We follow this with phone calls offering a personal interview with a responsible expert. Face-to-face meetings, telephone calls and personal letters are the only methods we have found will work.

V - The Suburban Press

The 8,000 or so suburban papers in the United States have a dedicated readership.

The average circulation is small -- about 8,500. Each paper's raison d'etre is the local scene, and the majority cover it on a weekly rather than a daily basis.

About 4,000 have modernized their equipment, or have been established recently enough to buy offset rather than letterpress equipment. This group uses much copy from organizations such as the North American Precis Syndicate Inc., a commercial press publicity service which specializes in writing for the suburbans on behalf of a long roster of clients.

"The larger the suburban paper," says Jay Jonas of North American Precis, "the more likely it is to use public affairs and financial news from us as well as the standard new product release. What we do in essence is to provide the type of material that these small papers are staffed to evaluate rather than research or write. They have proved to be a useful adjunct to many publicity campaigns and their potential for influencing public opinion ought not to be ignored."

VI - The Magazines

"It has taken nearly twenty years for the magazine industry to learn that it cannot beat television at the numbers game. In the process (some) giants have died. But magazines offer advertisers something that neither television nor any other medium can provide: a specialized national audience." ("Media" -- Sandman, Rubin and Sachsman.)

The news magazines form a very special category -- Time, Newsweek and U.S. News and World Report bring to 7.5 million subscribers slick, well-written, well-produced reviews of the week's news.

The material, of course, goes through the hands of dozens of researchers, writers and editors at headquarters. Throughout the country and in Ottawa these magazines have their own representatives. Stories concerning Canada will probably originate there. However, it is not only in New York and Washington but in all centers where there is a large Canadian population that a Government public affairs officer is likely to be consulted -- at least for verification or supplementary material -- as the story takes shape.

The National Observer does not attempt to compete in this field. It is a family weekly newspaper with a circulation that has not grown in two years, despite the fact that the paper is well-written, topical and has a high rate of subscription renewals. Readers tend to be prosperous, middle-class, and live outside the big cities. However, the National Observer does go after the educational groups and its acceptance as a teaching tool in high schools and some colleges is reportedly high.

The weekly that is the real exception to the trend towards specialization is

People magazine which has nearly doubled its circulation in less than three years. It is a newsstand "best seller" -- only 15 percent of its 1.8 million circulation is by subscription.

Another Time-Life publication, Money magazine, trying, as one critic put it to be "all things to all people," in offering 'how to' stories on budgeting, saving, and quick riches, struggles to maintain its 650,000 circulation.

Apart from this, most journals or groups of journals meet a need and build a readership -- sometimes a very large one in such disparate cases as Sports Illustrated, TV Guide and Esquire, and some of the business journals such as Business Week and Fortune. Sometimes it is a highly specialized audience -- by income level, sex, education, trade or profession. The intellectual, literary and travel journals are a study in themselves.

In all, there are probably about 4,000 trade journals. They provide information for engineers, doctors, lawyers, and other specialists. They range from electronics to beverages and bottling publications and from furniture to fishing. They cover a myriad of sports and hobbies. They range from large, ambitious publications to journals whose audience is well under 10,000. Some are excellent: some very mediocre, but all have a following and make their money because somehow, somewhere, they serve a special group of readers.

Trade publications will often accept fairly general material. New product releases, for instance, which have been properly directed, will produce results considered essential to developing a market for a product. The exclusive article -- often written at the editor's request -- may pay high dividends.

Another very special and successful magazine group includes the homemaking,

fashion, decorating and gardening publications, most of them directed to women. Many increasingly include serious articles and feature reporting and should not be neglected as a target for placement of stories about other places and people, such as Canada. This is an outlet for new product, travel and personality news.

The Journal of Commerce, published in New York City, has a highly specialized readership which has varied little over the years. Owned by the Knight-Ridder Group, it reaches fewer than 27,000 subscribers -- but these include government and corporate representatives, importers and exporters. Government public affairs officers have relatively easy access to its columns and it will run by-lined articles.

Fairchild Publications covers an interesting gamut of subjects with its newspaper-format periodicals. Electronic News, for instance, vies with McGraw-Hill's more technically-oriented Electronics magazine; Women's Wear Daily, a hotchpotch of fashion news and gossip, and Footwear News, each has its own devoted public.

The newsletters are well worth studying. The best known is probably the highly successful Kiplinger Letter.

There are a number of others -- many very well researched and written -- directed to specialist fields like the electrical engineering industry, the utilities, the broadcast industry, the metal industry and so forth.

Nor should company publications, particularly the publications of major banks, be overlooked. Both the internal and external company newsletters and magazines will often take outside material if it is timely and relevant. And this is frequently the case as far as Canada and Canadian industry are concerned.

VII - The Electronic Media

"One of the basic troubles with radio and television news is that both instruments have grown up as an incompatible combination of show business, advertising and news. Each of the three is a rather bizarre and demanding profession. And when you get all three under one roof, the dust never settles."

Edward R. Murrow

Murrow's comments of almost twenty years ago still apply to an American system of broadcast media unique in the Western industrialized world. Regulated by the Federal Communications Commission, the vast majority of radio and television stations are privately owned. Although connected via a complex structure of regional and national news and entertainment networks, they have been able to thrive as local communications centers.

U.S. broadcast statistics are awesome. There are almost twice as many radios in the U.S. as people. Virtually every household has at least one working radio and there are an additional 104 million car radios which are turned on well over half the driving time. Stations compete fiercely for the captive audience of "drive time".

More than half of all Americans over 18 get their morning news first from radio, and identify it as their primary news source during the day.

At 6 p.m. television becomes America's primary news source. As with radio, news is transmitted instantly and the visual dimension is added. Events that have been developing during the day, stories that have been described in twenty-second bursts on radio newscasts now unfold in as many as 71.5 million

homes on more than 120 million TV sets. Three out of four Americans watch a national newscast. Of time spent with media during an average day, Americans spend almost 90 percent with radio and television.

When a Canadian officer approaches the commercial broadcast outlets of any region in this country he or she is faced with the inherent difference of broadcast journalism vs. print. When a broadcast newsman asks, "Is it news?" he means "Will it interest my audience?"

Only 11 percent of the television audience is college educated, and only one-third of all viewers has completed high school; but 11 percent of the total is still millions of educated, aware American citizens in search of substantive information. Thus, local and network news departments are committed to the production of some first-rate serious material.

Radio News

There are more than 4,000 commercial radio stations in the country and the average market area provides a choice of more than 25 stations, each with a format designed to attract a segment of listeners and appropriate sponsors. A majority are affiliates of one of the four major radio networks: ABC, CBS, NBC in New York and Mutual in Washington. Each network provides hourly newscasts, taped features and constant "line feeds" for incorporation into local programming. ABC offers its subscribers four different news networks. They differ in both news content and style of delivery. Mutual also operates a Black Radio Network.

There are over 100 radio networks currently in operation -- national, regional and local, occasionally simply because of multiple station ownership. In spite of the numbers and competition, a few stations always seem to dominate a listening area.

This primacy is a basic factor in the selection of stations to contact for any specific event. Contacting a leading radio station for the first time can be quite an experience. Sophisticated production and engineering techniques might treat a listener to a Washington newscast, a London feature, and local coverage of city hall. On the other hand, a phone call to the station's news department might find the "Hawkeye Radio 88 News Team" out to lunch.

Most stations subscribe to one or both of the AP and UPI wire services. They both provide stations with a broadcast service which includes a five-minute summary of national news (updated almost hourly) ready for airing. "Rip and read" is a common practice at stations with small staffs or non-news priorities.

More popular stations will have at least one staffer or news director who occasionally covers events but usually rewrites the wire service copy -- to localize it -- and as a matter of pride. As with the print media, stations with a news staff welcome crisp copy and good story ideas.

Larger stations, able to hire several reporters, will dispatch them to selected events which have been logged in the "day book". A station will rarely cover an event that has not been decided upon in advance. Even when Canadian events are covered, a five-minute commercial radio newscast can only touch lightly on stories, local and national.

Another area of possible input, the radio talk show, is usually a medium-sized station's major commitment to community public service programming. Many consist of traditional interviews easily accessible to Canadians in the area, with something to say. Producers say they would welcome topics of Canadian-American interest, and Canadian guest participation.

An important avenue to radio access lies in the 100 "all-news" stations around the country, labeled the "fastest growing phenomenon in broadcasting." Often the leader in "prime time" listening audience in major markets, all-news radio delivers 24 hours of news and information in an interesting and entertaining format... "You give us 22 minutes, and we'll give you the world," promises WINS radio in New York. KNXT in Los Angeles and KEYH in Houston, are examples of all-news stations which are "number one" in their markets. While these stations rely heavily on network material for their extensive national and international reports, they tend to have the largest staff of local reporters available for both news and feature coverage. When such stations fail, as WNWS-FM, an NBC-owned station in New York did recently, the reason usually given is inadequate local coverage. Many all-news stations provide extensive sports coverage and expanded business and consumer affairs reports. Programming schedules are available from the individual stations as indicators on the types of stories desired. Radio may be frustrating to work with, but its importance is too often underestimated. Dave McElhatton, KCBS, is right when he says, "How many people do you consider real friends? Not many. But a radio friend, a radio personality, is a constant companion."

Television News

On the average, a U. S. market which supports 25 radio stations can sustain only three or four television stations. Most of the more than 600 commercial television outlets are affiliates of one of the three major networks. The local stations look to their networks for "prime time" programming, and news and special events. The style and range of programming, both local and national,

do not vary greatly if one turns the television dial, but stations spend hundreds of thousands of dollars annually for audience research.

One rating service offers its reasons for monitoring viewer patterns:

"Arbitron Television News Barometer makes it possible for you to read the minds of known news viewers... Every area of your station's news performance is covered: content, personalities, environment, station image... You'll see what your strengths and weaknesses are, relative to your competition... If you want to stay or become the number one news program in town, contact..."

The pressures incumbent on all stations to be number one are felt in the newsroom. There is a real concern, however, among news editors to combine editorial competence with the necessary entertainment factor, and there are numerous examples of superb local and national news coverage. A 1973 Roper study shows that more Americans look to television than any other medium as their "most credible" news source, and Ben Bagdikian adds that "no entertainment program has ever reached more households than [major news] events."

How effective is local television news, however, in functioning, as Denis Stairs asks "as a bearer of intelligence, as a purveyor of prescriptions?"

Irving Kristol, quoted by Alexander Craig, in the International Journal, calls television "the greatest disaster that journalism has ever experienced... [it] magnifies and institutionalizes the ancient simplicities." One may debate Mr. Kristol, but it is true that even the largest stations have but several film crews available for service throughout a day. Enticing a crew to a planned "news event" is a difficult task -- even for professionals -- for the amount of events perceived as newsworthy by the news director far exceeds the filming capabilities of his crews.

If a crew does not appear at an event, the story may still be covered. Usually about half of the television news stories are delivered by the anchorman, perhaps with a picture backdrop.

Emil Fisher, Jr., in a doctoral dissertation for the University of Wisconsin, offers some insights on an increasingly useful method of garnering media interest in an event -- the Public Relations News Wire. Fisher found that both print and broadcast media tended to use a greater percentage of releases received via the PR newswire system. "Business news was the most frequently used subject category."

There are usually four local newscasts a day. A five-minute morning news summary is normally included as part of a national morning variety show such as "Today" or "Good Morning America." (CBS has a half-hour newscast only.) News talent might then host or participate in a local version of that national variety program: "Seattle Today," for example. Regional stations are delighted when the network takes a story from them. Canadian press officers around the country thus have a chance to provide a national story.

News at noon includes most of the previous evening's top stories and sports summaries plus any top stories covered by the morning camera crew.

The major local newscast is delivered in the 5 p.m. to 7 p.m. time slot. Most stations still rely on the standard news, weather, and sports allotment. Due to competition in larger markets, some channels have expanded to an hour or even two hours of news and feature coverage. WNBC, New York, is an example. Two anchormen split the two hours of airtime, and supervise a flow of hard news, business and consumer reports, theater and entertainment revues, and sports.

Prior to commercial breaks, an NBC "Data Bank" flashes weather and commuter information on the screen. It's a competitive attempt to attract viewers with a range of information given the limitations of the medium.

The final telecast is a late evening summary, the majority of material usually comprised of local and national stories from the early evening show and sports updates. Here again, the accent on news programming at local stations is on local news. Being in the position of representing "another community", Canadian information officers have the opportunity in many cases to provide fresh input to a community concern.

Virgil Dominick, WXIA-TV, Atlanta: "We're talking about a new subway down here. I went through the CBC and received film of the Montreal and Toronto subway systems for a story...."

The opportunities for placement of materials and guests on radio and TV programs have encouraged the growth of specialists. Our firm uses the services of Motivational Communications Inc., whose president, Barry Conforte, points out that "federal communications requirements stipulate that all broadcasters, even network affiliated broadcasters, must produce a minimum amount of local programming each day. This provides unparalleled promotional opportunities at the local level." He suggests emphasis on the themes of tourism, cultural and ethnic heritage, sports and recreation, economic development and interdependence.

On syndicated features, Conforte offers the following comment:

"There are many popular variety and feature programs that offer promotional opportunities, especially in the area of tourism, women's interest and cultural

topics. These include the Dinah Shore Show, the Merv Griffin Show, the Phil Donohue Show, the Mike Douglas Show, etc.

"These programs reach millions of viewers daily. Each has a range of 75 to 200 television stations.

"The approach is similar to that for the network producers. However, because these shows are "lighter" in tone, they are usually seeking the more unusual event, the more innovative visual opportunity, the more unique demonstration, etc. Advance work should begin five to seven weeks before the intended guest interview or feature coverage."

Other opportunities also exist for television exposure. Some stations originate regular public affairs programs. They might be local versions of "Meet the Press," interview shows, or audience participation formats. Monitoring local issues as well as maintaining contact with the shows' production coordinators are both advisable.

Public Television

The 250 television stations which comprise the Public Broadcasting Service and the hundreds of radio outlets of National Public Radio are supported partially by federal funds, by institutional and corporate grants, and by public donations.

Operations are supervised by a 14-member board of directors in Washington, D. C. The Educational Broadcasting Corporation, which owns WNET in New York, produces a large majority of programming for the network. The National Public Affairs Center for Television in Washington and all local affiliates produce additional broadcast material.

Public broadcasting outlets tend to air programs of interest to particular

segments of the American public neglected by commercial stations with American and international cultural and public affairs programs dominant.

The smaller public broadcasting viewer audience is still in the millions and includes a high proportion of educated and informed viewers. Canadian officials could concentrate attention on this element of the media. Washington Week in Review, which provides such a first-rate analysis of political and economic events by a panel of noted journalists and guest experts, might be worth more attention than the network counterparts.

Many local public broadcast affiliates have their own productions which serve the same specialized purpose for their locale. Monitoring public television and radio programming can provide a useful gauge of area sentiments on important issues, many of Canadian concern and open to Canadian participation.

Cable Television

Cable television, initially intended to provide improved reception for viewers, is still in ferment as a creative news medium. Many organizations, however, are already taking advantage of the access cable offers to a select and affluent audience. While much of the new programming lacks sophistication, there are several notable exceptions. Cable will become increasingly important. Its present availability and influence should be taken into account. The complexities of working with cable TV may require specialization.

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